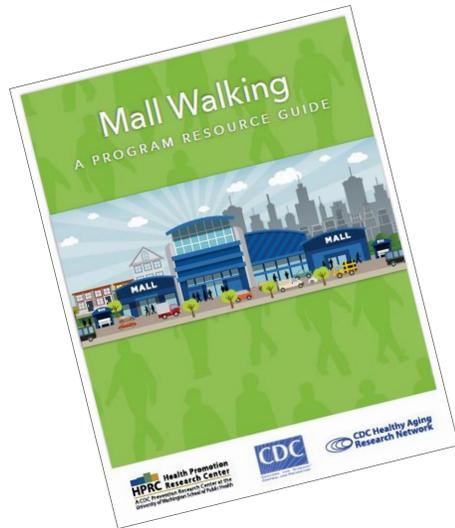


Walk This Way: Guides for Promoting Walking in Community Venues

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Mall Walking: A Program Resource Guide



Why Mall Walk?

- Mall Walking Programs are free or low-cost opportunities to be more active that may help people overcome barriers to physical activity

Barriers to Physical Activity (Lattimore, et al, 2011)	Mall Characteristics
Weather (too hot, too cold, too inclement)	The majority of malls provide a temperature-controlled indoor environment that can be used for walking, regardless of seasonal changes and conditions.
Neighborhood safety; fear of crime	Mall security staff and presence of other walkers and shoppers help to alleviate a fear of crime that may be prevalent in other neighborhood areas.
Fear of injury	Accessibility to level surfaces in a mall helps reduce the risk of injuries that may occur with hilly and uneven terrain.
Lack of resources or accessibility to a gym or health club	Few resources other than proper fitting walking shoes are needed for walking in a mall. Latest fashionable workout attire is not a requisite for mall walking.
Lack of social support	Mall walking programs may provide support of a program leader, as well as support from other walking program participants for those who enjoy walking buddies.
Lack of skills or experience with exercising	Most people can walk with little or no coaching or skills training. Mall walking programs can, and should be, inclusive of persons who may have difficulty walking.
Lack of available and clean restrooms	Well-lit restrooms available in malls may help overcome the worry of some adults about walking in public places, where there may not be access to restroom facilities.

Mall Walking Program Considerations

- Factors to consider when establishing and maintaining a Mall Walking Program

Factors
Lessons learned and best practices from other mall walking programs.
Mall management support.
Personnel that may be needed.
Partnerships that may enhance a mall walking program.
Transportation.
Programmatic characteristics of the mall walking program.
Community diversity and culture.
Safety.
Costs and economic factors.
How to attract and retain mall walking program participants.
Evaluation.

- To increase walking among midlife and older adults, who are typically less active than younger adults

Examples of Mall Walking Programs

- The Guide highlights five mall walking programs across the country



- Alaska Northway Mall – Anchorage, Alaska
- Lincoln Mall – Matteson Illinois
- St. Louis Outlet Mall – Hazelwood, Missouri
- Bellevue Square – Bellevue, Washington
- Mountaineer Mall – Morgantown, West Virginia

Thinking Beyond a Mall Walking Program

- Malls as Work Sites
- Integrating other established evidence-based physical activity programs into mall walking programs
- Examples of other venues hosting similar programs to mall walking
 - Woodland Park Zoo – Seattle, Washington
 - XFINITY Community Ice Rink – Everett, Washington

Promoting Airport Walking: A Guide

Why Promote Walking in Airports?

- Each day millions of Americans travel through U.S. airports
- Airports are safe, climate controlled environments free from many of the barriers that prevent people from walking in their community



Using Point-of-Decision Prompts

- Many airports have trains or shuttles that can transport travelers from one area of the airport to another
- Point-of-decision prompts are a recommended strategy to increase stair use and can easily be applied to encourage walking

Taking Steps to Encourage Walking in Airports

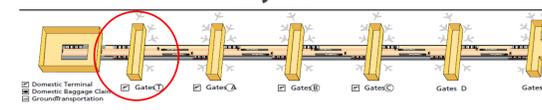
- Determine if signs to encourage walking are appropriate for your airport
 - Determine if your airport has a point-of-decision location
- Obtain airport management support
 - Meet with airport managers and highlight the benefits of airport walking
- Evaluate available resources
 - Determine what resources your airport has to develop and install signs
- Develop Point-of Decision Prompts
 - Use existing signs (right) or develop your own
 - Identify messages that will encourage your travelers to walk

- Keeping it going
 - Create a plan for maintaining the signs
- Monitoring success
 - Consider evaluating by:
 - Monitoring walking before and after the signs are installed
 - Getting feedback from customer service representatives
 - Monitoring feedback from airport management



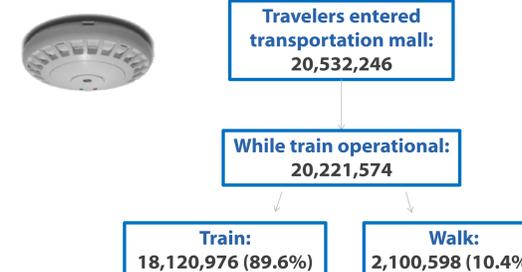
Point-of-Decision Prompts at Hartsfield-Jackson Atlanta International Airport: The Walk to Fly Study

Hartsfield-Jackson Atlanta International Airport Layout

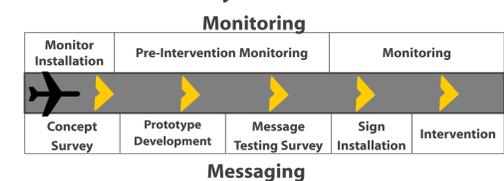


Pre-Intervention Monitoring

- 6 infrared thermal sensors were installed in the transportation area
 - 3 to count the number of travelers entering the study area
 - 3 to count the number of travelers that choose to walk
- Monitors were installed on June 15, 2013



Study Timeline



Messaging

- Concept and message interviews conducted with 400 travelers waiting at gates¹
 - Barriers to walking and concepts to prompt walking
 - Preference of messages

Signs installed on September 3, 2014



Support/Funding Source

Kresge Foundation
CDC Foundation

1. Frederick, G.M., Paul, P., Watson, K.B., Dorn, J.M., and Fulton, J.E. Developing Point-of-Decision Prompts to Encourage Airport Walking: The Walk to Fly Study. *J Phys Act Health* (In Press).

